



City of Norman

April 2, 2013 Special Election Guest Room Tax Increase

On Tuesday, April 2, 2013, Norman residents will vote on whether to increase the Guest Room Tax by 1%. This is a tax paid by persons who stay in hotels and motels in Norman. In 1980, the Guest Room Tax was adopted to provide dedicated funding for encouraging, promoting and fostering convention and tourism development in Norman. The original tax rate approved by the voters was 4% and remains the same today. Whenever a guest comes to Norman and stays in a hotel room, the 4% tax is collected and those funds are spent on convention and tourism development, the arts, and parks development. Since its inception, the City has collected \$14,279,495.

The funds from this tax have paid for a number of projects in Norman, including improvements at Griffin Park baseball and softball complex, Reaves Park softball complex, community park playgrounds, and significant improvements at Westwood tennis, golf and aquatic complex.



Water slide at Westwood Aquatic Complex



Conference Attendees

Through the Norman Arts Council, events such as Jazz in June, May Fair, the Medieval Fair, the Norman Public Library's Cultural Festivals and the Norman Music Festival are supported. At this time, it is anticipated that these funds will be used for similar projects.

The question before the voters on April 2nd is whether to raise the Guest Room Tax by 1%. Based on last year's collections, this would result in an additional \$283,300 per year to be spent on convention and tourism development, the arts, and parks development. This tax would only be paid by those who stay overnight in hotels in Norman.

Because the convention business is particularly competitive, the City compared Norman's guest room tax rate with that of Oklahoma City and Tulsa. The 1% increase will put Norman in line with Tulsa's rate and 1/2% below Oklahoma City's rate.

Jazz in June



Community Walking Trail





The City of NORMAN

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APRIL 2ND GUEST ROOM TAX ELECTION

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2013 GUEST ROOM TAX ELECTION BALLOT LANGUAGE

PROPOSITION I

"SHALL ORDINANCE NO. O-1213-28 OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING SECTION 8-503 OF CHAPTER 8 OF THE CODE OF ORDINANCES OF THE CITY OF NORMAN, OKLAHOMA, INCREASING THE EXCISE TAX UPON THE GROSS PROCEEDS OR GROSS RECEIPTS DERIVED FROM RENTS RECEIVED FROM OCCUPANCY OF HOTEL ROOMS BY ONE PERCENT (1%) TO A TOTAL OF FIVE PERCENT (5%) EFFECTIVE MAY 1, 2013 BE APPROVED?"

Election Information

When is the election? Tuesday, April 2, 2013. Polls are open from 7:00 a.m. to 7:00 p.m.

What are the early voting dates? If you are a registered voter in Norman, you can vote at the Cleveland County Election Board from 8:00 a.m. to 6:00 p.m. on Friday, March 29th and Monday, April 1st prior to the election. The Cleveland County Election Board is located at 641 E. Robinson St., Suite 200. Absentee ballot applications can be obtained by contacting the Cleveland County Election Board by phone at (405) 366-0210 during business hours or downloading the form from their website at www.clevelandcountyelectionboard.com.

For additional information, please contact: The City of Norman Action Center by phone at 366-5396, by emailing the Action.Center@normanok.gov or the City's website www.normanok.gov